Hands On®
The Newsletter of the American Massage Therapy Association
July/August 2003

MERT® Training Video Wins Award

The special video produced in 2002 to train AMTA Massage Emergency Response Team® (MERT) responders has won a prestigious Telly Award. Announced in May, finalists are recognized by film and video producers for the high production quality.

Entries for the award don't compete against each other, but are recognized for how well they meet established standards of excellence. About 15 percent of entrants are recognized as finalists.

The bronze Telly Award will be on display in the reception area at the AMTA National Office in Evanston, Illinois.

To participate in the MERT program, you must be an AMTA Professional-Active member in good standing. To upgrade your membership, call Member Services at 847-864-0123 or log on to www.amtamassage.org.

Note: As of late April 2003, Massage Emergency Response Team and MERT are now both officially registered trademarks of AMTA.

Special Insert Inside!

In this issue of *Hands On*, the AMTA Foundation presents a visual, informational piece that explains more about the endeavors of the AMTA Foundation, and how massage research is vital to the massage therapy profession. See between Pages 4 and 5 to learn more, and read comments from some of the top researchers in the field.

NCBTMB Updates Language For Continuing Education Hours

Effective January 1, 2003, the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) has been using the International Association for Continuing Education and Training's (IACET) continuing education terminology and definition for credit hours.

What does this mean for AMTA members? The next time you take a class from AMTA you will see the phrase "contact hours" instead of "CEUs" on your certificate of completion. The previously used CEU clock hour from AMTA is the same as the NCBTMB and IACET contact hour. The only change is the wording, not in the actual number of continuing education hours.

AMTA is currently looking at its language for continuing education requirements for Professional classification membership. In the meantime, 48 hours of continuing education for Professional classification membership will continue to be required.

Other providers of continuing education that are NCBTMB Approved Providers, including AMTA chapters, also will be following these guidelines. If you have questions about other continuing education sessions, it is recommended that you contact the program provider to confirm the number of contact hours you will receive.

When registering for future AMTA seminars, note that different terminology will be used for course credit. The attendees above were registering for a class offered at the 2002 AMTA National Convention held last October in Portland, Oregon.

*Remember, NCBTMB is **not** part of AMTA.* If you have any questions about the NCBTMB continuing education language or your recertification, contact NCBTMB at 800-296-0664, or *info@ncbtmb.com*. Or write to NCBTMB at: 8201 Greensboro Drive, Suite 300, McLean, VA 22102.

Call For Member Input

Future directions are taking the profession to places it's never been. Help AMTA chart its future. Provide input on your association's long-range strategic plan. The draft is available online. Simply enter your AMTA user name and password at: www.amtamassage.org/member/stpsurvey.html.

Your input must be received by July 31, 2003. Your National Board of Directors will use your input to make a final plan at its October 19–21 meeting in Richmond, Virginia.

Help guide the future direction of AMTA. Go to www.amtamassage.org/member/stpsurvey.html today.

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Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

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President's Letter

Revising Our Plan – Revisited

It's gratifying to know that many of you are reading my column. This became apparent when several members asked for clarification of a statement I made in the May/June issue. Unfortunately, some have misinterpreted my statement in a very inaccurate way.

The statement in question is: "Board members have acknowledged that we, as an association, need to be strategically driven, not constituency driven."

Those questioning the phrase have assumed that I am saying that AMTA will no longer be member driven. THIS IS NOT TRUE!

AMTA has always been, and will always be, member driven! In fact, there is an ongoing effort to gather member input on needs and concerns via surveys and questionnaires, as well as volunteer input and input from chapter leaders. Our new approach will actually increase opportunities for members to tell the national board what they need and want.

Volunteers are elected and appointed both on the chapter and national levels. Members elect our officers. Of course, some members choose not to vote and forfeit one of the privileges of Professional-Active membership. Please consider that when you receive your mail ballot in early August. It's another way AMTA continues to be member-driven.

To be strategically driven means that the strategic plan drives our decision-making. Any new programs, products or services (PPS's) will need to focus on our strategic direction and the goals the board has chosen.

Decisions will not be "constituency driven" means that an idea will not be moved forward because of an individual or group's passion, persuasiveness or ability to articulate, but because it serves the membership and works to support the strategic direction the board has decided upon, using all data available both from knowledge of what members want and need, as well as what environmental scans have shown us.

Board decisions will be based on knowledge of what serves our members and our profession, and the capabilities or resources of AMTA, including finances, volunteer time and ability, and staff time. Some of our PPS's will be reevaluated to find if they are in-line with our current strategic plan, or can be handled more effectively and efficiently.

AMTA has always been, and continues to be, a member-driven association.

Brenda L. Griffith

Brenda L. Griffith
AMTA President

New COMTA-Accredited Schools

The following schools and programs were accredited at the April Commission on Massage Therapy Accreditation (COMTA) meeting:

- Tennessee School of Massage *(Memphis)*;
- The Massage Therapy Academic Associates Degree Program *(Springfield Community Technical College, Massachusetts)*;
- The Massage Therapy Program *(Omega Institute, Philadelphia)*; and
- Healthworks Institute *(Bozeman)*.

Accreditation of the following schools and programs was renewed:

- The Massage Therapy Program at Florida College of Natural Health *(Altamonte Springs, Miami, Pompano Beach and Sarasota)*;
- Lakeside School of Massage Therapy *(Milwaukee and Madison)*;
- Brian Utting School of Massage *(Seattle)*;
- Educating Hands School of Massage *(Miami)*; and
- Core Institute of Tallahassee *(Tallahassee)*.

Upcoming COMTA Events

The next accreditation workshop will take place June 12–13 in Evanston, Illinois. Call the COMTA office, or check the Web site [www.comta.org] for registration information. The next onsite evaluator workshops will be held in conjunction with the American Organization for Bodywork Therapies of Asia® (AOBTA) conference in August and the AMTA National Convention in October. See COMTA's Web site for more information.

Locator Service Needs Your License/Certificate/Registration Number

As a licensed or regulated massage therapist in your state, you may be required to list your license/certificate/registration number in all advertisements, which includes *AMTA's Find a Massage Therapist®* national locator service. The states that currently require this are Florida, Mississippi, Missouri, New Mexico, North Carolina, Oregon, South Carolina, Virginia and Washington. In order to comply with your state's requirement, we ask that you E-mail the AMTA National Office at *fmullerfleurima@amtamassage.org* with your current state license, certificate or registration number so we can list it with your information in the national locator service.

Self-care, Self-renewal For Teachers

This year's Council of Schools (COS) Teachers Conference, to be held July 31–August 3 in Baltimore, Maryland, places more focus on teachers than ever before, with presentations geared toward rejuvenation.

Professional development classes, which can be found through the COS Teachers Conference link on AMTA's home page (see last line), vary from team building, to teaching professional ethics and boundaries, to self-renewal for teachers.

Fresh, innovative and informative hands-on approaches to strengthen your comprehension and enhance your knowledge base are the focus of the pre-conference workshop and concurrent classes. Instructors this year include Carole Ostendorf, Ph.D., Commission on Massage Therapy Accreditation (COMTA) executive director, and Joe Muscolino, National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) subject matter expert and author of *The Muscular System Manual: The Skeletal Muscles of the Human Body*.

Honoring the exceptional massage educator is a conference tradition. The 2003 Jerome Perlinski "Teacher of the Year" award recipient is Tracy Walton (MA), author, lecturer, practitioner, academic dean, science department chair and instructor at the Muscular Therapy Institute in Cambridge, Massachusetts.

Attendees can begin each day of the conference with a tranquil tai chi class, and unwind each evening with a yoga session. Both classes will be led by Daniel Retoff, a yoga and tai chi instructor.

Chair massages will be available at the conference, and exhibitors will be on hand with a variety of products and services. For registration information, visit the AMTA Web site [www.amtamassage.org], or call 847-864-0123, ext. 143.

Pain Relief Survey Ends Soon

There is still time to participate in AMTA's special survey on massage for pain relief. The purpose of this survey is to gather information from clients on how they view the results of massage for pain, which will be used to support AMTA's National Massage Therapy Awareness Week® theme, "Relieve Pain with Massage."

If you haven't already completed the questionnaire with your clients, you can still participate through July. (For more information, see Page 1 of the May/June 2003 *Hands On*.)

In the Members' Section of AMTA's Web site are a questionnaire and detailed instructions (see links under "AMTA Pain Relief Survey Starts May 1" heading). If you enter data directly and complete a questionnaire online, it will be automatically tabulated.

You also can download, print and copy the questionnaire. Instructions are on the Web site for how to store the questionnaire on your computer, input client data and send the questionnaire back to AMTA.

If you don't have a computer and/or access to the Internet, call the National Office [847-864-0123] and ask that a questionnaire and instructions be mailed or faxed to you. Then make copies of the questionnaire and send completed ones back to AMTA via mail or fax (see contact information on back page).

All forms must be received by *August 15, 2003*. The National Office can't accept questionnaires after that date; only fully completed questionnaires will be accepted.

Legislative Report

Governor's Signature Secures Arizona's Regulation

S.B. 1103 was signed and made law by Arizona Gov. Janet Napolitano on May 12, making Arizona the 33rd state (plus the District of Columbia) to regulate massage therapy.

"This is a very gratifying, satisfying moment for the profession in Arizona," says Judy Boyer, AMTA-Arizona 2nd vice president, "and I cannot go any further without saying that if it were not for the support that we have received through AMTA's Law & Legislation Assistance Program, this would not have occurred."

While there were many difficult moments, "the bill that passed the legislature on May 7 is a very satisfactory bill," comments Boyer. The House of Representatives added an amendment, approved by the Senate, that allows for the massage board, by rule, to increase the education hours requirement as of July 1, 2005. Licensing will start out with a 500-hour requirement, but this approved amendment creates an avenue for the hours to increase.

"Our lobbying team has done a phenomenal job," adds Boyer. "They truly have made the difference with our Arizona legislature.

"The massage therapy profession in Arizona is now officially recognized as a health-care profession."

Illinois Update

The Illinois General Assembly passed a bill in May to postpone for a year the date on which a license is required to practice massage therapy in Illinois. Local ordinances will continue to regulate massage until January 1, 2005. "This is a tremendous letdown," says Jane Neumann, AMTA-Illinois Chapter Government Relations Committee chair. "It apparently happened because of state budget problems."

Correction

Due to technical problems with the state map on Page 1 of the May/June 2003 issue of *Hands On*, Tennessee did not appear shaded, signifying it as a massage-regulated state. Tennessee is, in fact, a regulated state, having enacted legislation in 1995. The editors sincerely apologize for this error.

fingerprints

Connecticut Business Best In Therapeutic Massage

Therapeutic Solutions in Windsor, Connecticut, recently was ranked No. 1 in therapeutic massage by the readers of the *Hartford Advocate*. Every year the newspaper's readers vote in the "Best of Hartford Readers Poll," ranking everything from restaurants to retail stores to self-care businesses.

The staff at Therapeutic Solutions was named best in therapeutic massage by local newspaper readers.

"We are very honored to have won this, and would like to let everyone know how proud we are," says massage therapist and owner Jacqueline Blezard (CT).

Therapeutic Solutions is a unique environment in that besides massage, it provides reflexology, reiki and facials, and offers courses in yoga, tai chi, Pilates® and drumming circles.

In addition to Blezard, the other massage therapists at Therapeutic Solutions include Mary Ann Frost (CT), Lucy Partyka (CT) and Jack Iriondo.

Kentucky Member Wins *Massage Magazine* Scholarship

In the July/August 2002 issue of *Massage Magazine*, Christie Baisas (KY) was announced as one of the winners of a $1,000 scholarship, which allowed this single mom to continue her massage education.

Baisas was one of five recipients of the scholarship, beating out around 127 other

applications that were received. She graduated in December 2002 from the Louisville School of Massage, and currently works at Drawbridges Counseling Services in LaGrange and HealthSmart Family Chiropractic in Louisville.

"An interesting point about all the winners was that they each had a cause," says Baisas. "Mine is that I am devoting my career to trauma and abuse victims."

Christie Baisas works with a young client at Drawbridges Counseling Services.

AMTA Members Honored By Health-care Group

Massage therapists—AMTA members specifically—were honored in early May for contributions to the quality of health care in the metropolitan Chicago area.

The Metropolitan Chicago Healthcare Council, a membership and service association of 140 hospitals and health-care organizations, invited AMTA Executive Director Elizabeth Lucas, CAE, to its annual luncheon to recognize the contributions of allied health-care professionals. Massage therapists and AMTA were singled out by the group.

"AMTA was recognized as a special dignitary, and massage therapists were praised for their much-needed contributions to health care," says Lucas.

Hands On Needs You!

Hands On is looking for contributions to its "Fingerprints" section in each issue of the newsletter. Send a brief description or press release *and a photo* that can accompany the story to:

Michelle Wolf
Hands On Managing Editor
American Massage Therapy Association
820 Davis St., Suite 100
Evanston, IL 60201

Or, if you have a digital photo and prefer to send your entry via E-mail, send it to: *mwolf@amtamassage.org*. Please make sure that the digital photo is taken in *high resolution.*

quick tips!

Summer Attire

The following excerpt from *Massage Therapy Journal®* "Ethically Speaking" columnist Dianne Polseno (RI) makes you think about your wardrobe, and how what you wear might affect your clients' perception of you as a professional massage therapist.

"Based on my experience ... there is typically agreement among bodyworkers that professionalism matters ... [However,] professional to one bodyworker may mean white pants, white shoes and a shirt monogrammed with a massage logo. To another, it may simply mean a neat organization of comfortable, everyday street clothes. To yet another, it may even mean a bathing suit. ...

"Each style that I have observed over the years has made a visual impression on me that could not be erased by what the therapists said, by what they knew or by what their hands could do. ...

"Whether or not we realize it ... the way we dress while we work is our dress code. Since our dress code reflects our morals and ethics ... What we wear must communicate that we are believable for the business we are in."

Source: Polseno, Dianne. "Embody Ethics: Power Up Your Dress Code (Part One)." Massage Therapy Journal *(Winter 2001): 136–40.*

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Web Bytes

Have You Paid Us A Visit Lately?

The response to the revised Members' Section of AMTA's Web site has been overwhelming—the majority of comments being about the ease of navigation through the sections.

There are more than 8,700 pages on the Web site, updated daily. With this vast amount of information, navigation can be confusing. So in this article, we answer some of the most common questions about links to different forms and areas of the Web site in order to make it easier for you to find the information you need.

Q: Where do I find the form to enter my continuing education contact hours?

A: The form is located at: www.amtamassage.org/education/ceu_simform.html. It also can be linked from several other pages on the Web site, but the easiest way to access the form is to use the "Site Map" link on the home page or your portal page, and scroll down under AMTA to "Continuing Education Requirements."

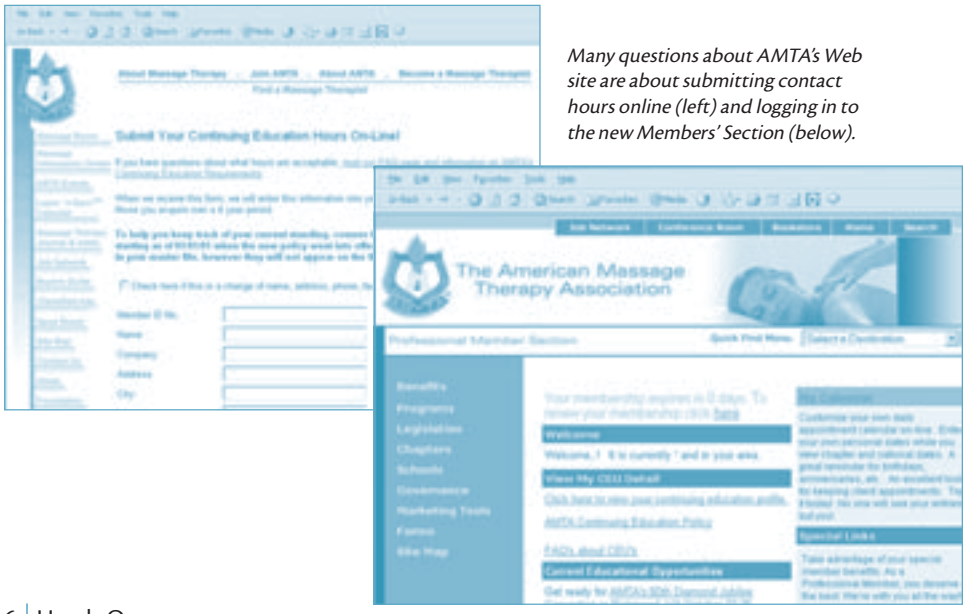
Q: Why don't we have direct links to chapter offices on the Web site?

A: We do, and they can be found in the Members' Section. To get there, click on "Chapters" on the left-hand side of the Members' page, then click on "Communications" and finally click on the "Chapter Office, E-mail & Web Site Contacts" link. They also can be found under the "About AMTA" link at the top of every page.

Q: I can't get into the Members' Section using "friction" and "biceps." What's wrong?

A: With the revised Members' Section, AMTA developed a new login system. At www.amtamassage.org you must enter your member ID number on the top line of the login box and your last name on the bottom line. If you don't remember your member ID number, you can find it on your membership card, renewal invoice or on your subscription label of *Massage Therapy Journal*®. Or, send an E-mail to: *info@amtamassage.org*.

Watch future articles for tips on using the search engine and navigating the Web site.



Many questions about AMTA's Web site are about submitting contact hours online (left) and logging in to the new Members' Section (below).

Federation Members Set Future Goals

At a meeting this past April, representatives from the eight member organizations of the Federation of Therapeutic Massage, Bodywork and Somatic Practice Organizations gathered in Boulder, Colorado, to create a statement of purpose, and revisit the organization's mission and values.

The group agreed that its purpose is to be "a place to build community and communication among nonprofit organizations representing massage, bodywork or somatic practices that allows us to be ready to respond to issues that affect our values."

The vision that the member organizations approved was for the federation to "deal with differences and find commonalities."

Establishing this groundwork is important for the federation—as it is with any organization—because the group's purpose, values and mission direct the work. Ongoing discussions at the federation meetings include addressing issues of scope of practice, government relations, and the right to practice on humans and animals.

AMTA will continue to be an active voice for the massage therapy profession in the federation, as AMTA is dedicated to working on behalf of the profession to advance the art, science and practice of massage.

Since its inception 12 years ago, the federation has grown from five member organizations to eight, and has grown from collectively representing 15,500 people in 1991 to more than 54,000 today. For more details about the current federation member organizations, go to: www.federationmbs.org.

Federation Member Organizations

- *American Massage Therapy Association® (AMTA)*
- *American Organization for Bodywork Therapies of Asia™ (AOBTA)*
- *American Polarity Therapy Association (APTA)*
- *American Society for the Alexander Technique (AmSAT)*
- *Feldenkrais Guild® of North America (FGNA)*
- *International Somatic Movement Education and Therapy Association (ISMETA)*
- *The Rolf Institute®*
- *United States Trager® Association*

Essential Information About NMTAW® 2003

How will you participate in AMTA's National Massage Therapy Awareness Week®, to be held October 19–25? Remember, "Relieve Pain with Massage" is this year's theme.

Not sure how to plan an event on your own? Ask your AMTA chapter if you can assist in any NMTAW activities it plans. Keep in mind: This is *your* week to show the world how massage is effective in pain relief!

The National Office is continuing discussions with several large corporations interested in supporting NMTAW by promoting massage to their employees.

Relationship with Home Depot

This year, The Home Depot's *Building Better Health* program will have a special Home Depot National Massage Therapy Awareness Week from October 5–11. Home Depot will encourage all stores to hire AMTA Professional-classification members through *AMTA's Find a Massage Therapist*® national locator service to massage employees onsite.

A person in the corporate office will use the locator service to book appointments for all stores and will call members *directly*. **Members should not contact Home Depot stores.** AMTA is *not* coordinating contact between individual members and Home Depot stores, and there is no guarantee that a particular member will be the massage therapist chosen for a store.

To be eligible, you must be a Professional-classification member and have enrolled in the national locator service. (To enroll, go to the "Forms" link in the Members' Section of the AMTA Web site.) Note on your enrollment form that you do onsite or chair massage.

October 5–11 will be the only opportunity this year to be paid by The Home Depot for massage. However, Home Depot employees will be encouraged to use *AMTA's Find a Massage Therapist* national locator service to find a massage therapist for themselves.

Watch for more information about NMTAW 2003 on AMTA's Web site [www.amtamassage.org].

foundation bulletin

Message From AMTA Foundation President

Dear Fellow AMTA Members:

John Balletto

I am happy to report that every year more and more massage therapists are joining with AMTA members to help the AMTA Foundation build a brighter future for massage therapy. The work of the AMTA Foundation, a charitable, nonprofit organization, spans the profession.

Did you know that because of your support the foundation has awarded more than $500,000 to some 100 grant recipients since 1990? That together we funded a pilot research project on "The effects of massage and relaxation on chronic pain experienced by patients with sickle cell disease"? And that as a result, two more studies were launched, one of which is being funded by the National Institutes of Health/National Center for Complementary and Alternative Medicine?

Hand in hand, we advance the knowledge and practice of massage therapy by supporting scientific research, education and community service.

We invite you to explore our new brochure in this issue of *Hands On*. The comments from our grantees in this brochure speak volumes about the importance of continuing our efforts. For those new to us, please join us and help the AMTA Foundation continue to embrace your goals for tomorrow. We want to hear from you! Contact me at any time at: *president@amtafoundation.org*.

Kindest regards,

John Balletto

John Balletto, LMT, NCTMB
AMTA Foundation President

AMTA's Professional Liability Insurance Coverage

Your AMTA Professional Liability Insurance covers you for many of the additional services you offer your clients, including animal massage, esthetics, hot stone therapy and yoga. Please note, however, that Raindrop Technique® is *not* covered under AMTA's Professional Liability Insurance. If you have questions, call Member Services at 847-864-0123.

Election Reminder

The 2003–2004 election ballots will be mailed to all AMTA Professional-classification members on August 1. Watch for the ballot in your mail, fill it out and send it in the official return envelope by September 3. Your vote counts!

Calendar

2003

July 10-13
AMTA Chapter Volunteer Orientation
Evanston, Illinois
Contact: 847-864-0123, ext. 128

July 31-August 3
AMTA COS Teachers Conference
Baltimore, Maryland
Contact: 847-864-0123, ext. 143

October 5-11
Special AMTA/Home Depot National Massage Therapy Awareness Week
Contact: 847-864-0123, ext. 149

October 19-21
AMTA Board of Directors Meeting
Richmond, Virginia
Contact: 847-864-0123, ext. 157

October 19-25
AMTA's National Massage Therapy Awareness Week®
Contact: 847-864-0123, ext. 149

October 22-26
AMTA 2003 National Convention
Richmond, Virginia
Registration: 847-864-0123, ext. 143
Exhibitors: 847-864-0123, ext. 113

Education Events

AMTA Celebrates 60th Anniversary Diamond Jubilee At Convention

Make plans today to attend the rapidly approaching AMTA 2003 National Convention. Be a part of this momentous event in Richmond, Virginia, from October 22–26, which will commemorate AMTA's 60th anniversary of serving the profession.

Registration for the National Convention is now conveniently available on the AMTA Web site. Or, you may request a registration brochure to be mailed to you by calling the National Office at 847-864-0123, ext. 143. Continuing education sessions are beginning to fill up, so be sure to register early to ensure you get the courses you want to take.

In honor of AMTA's Diamond Jubilee, all attendees will have 20 chances to win valuable faux and real diamonds each day, with the grand prize being a set of genuine diamond stud earrings. AMTA will hold a drawing daily in the Exhibit Marketplace. You must be present to win.

Travel is easy, as major airline carriers have daily direct service to Richmond from more than 48 cities. For flight reservations to the Richmond International Airport, contact AMTA's official travel management service, Association Travel Concepts (ATC), at 800-458-9383.

Don't miss an extraordinary four days full of quality education, fascinating exhibits and lively social events at the 2003 National Convention.

AMTA 2003 National Convention
Diamond Jubilee

Continuing Education Sessions

Avoiding Burnout	*John Calvi*
Ethics and Professionalism	*Sandy Fritz*
Ethics of Intuition	*Suzanne Torrenzano*
Exploring Body Rolling	*Yamuna Zake*
Hands-on for Cancer	*Cheryl Chapman*
Integrative Reflexology®	*Claire Marie Miller*
Intro to TTouch™ for Humans and Animals	*Linda Tellington-Jones*
Lymphatic Mapping	*Bruno Chikly*
Massage for Trauma	*John Calvi*
Postural Pain and Foot Pronation	*Robert K. King*
Secrets to Healing with Toning	*Wayne Perry*
Tai Chi Massage	*June Lordi*
Tax and Record Keeping	*Margo Bowman*
The Power of Human Touch in Alzheimer's Care	*Dawn Nelson*
Trager® Introductory Workshop	*Roger Tolle*
USA Sports Massage	*Benny Vaughn*

Upcoming Deadlines

Sept. 2, 2003 — *Nov./Dec. 2003 Issue*
Oct. 15, 2003 — *Jan./Feb. 2004 Issue*

Hands On welcomes contributions from all AMTA members. All submissions must include a legible signature and phone number, and may be edited for space and clarification. *Hands On* does not accept advertisements. Address all correspondence to:

EDITOR: *Hands On*, 820 Davis Street, Suite 100, Evanston, Illinois 60201-4464

Phone: 847-864-0123, ext. 144 • Fax: 847-864-1178

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